FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00058022 **Type of Permit:** FILMING **Release Date:** 11/06/2012

Production Company CAVIAR

Insured Company Name CAVIAR
Contact Phone No. 1 310-396-3400
Contact Phone No. 2
Fax 310-396-3410
Address 1265 COCHRAN AVE
LOS ANGELES, California 90019

Production Title ADIDAS

Type of Production Commercial - Standard

Producer ANDREA STRUBLE

Director RYAN REICHENFELD

1st AD SUNNY LOWE

Production Manager TATIANA VALLIN

FilmL.A. Coordinator Yulizza Ramirez

Location Manager MICHAEL DENNEHY
Primary Phone Mobile - 310-880-2598
Secondary Phone

Location Assistant NA NA
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Posting 600	$138.00
Posting 1200	$276.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,746.00

Number of Locations 4

NOT A PERMIT

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Summary Information — Location

Permit Number F00058022
Production Company CAVIAR
Insured Company CAVIAR
Production Title ADIDAS

Location Manager MICHAEL DENNEHY
Primary Phone Mobile - 310-880-2598
Secondary Phone

Location Address Everett St., Sunset Blvd. - North to End, Los Angeles, CA, 90012

Location Type Street

Film Dates 11/7/2012 - 11/7/2012 12:00 - 20:00 1 day

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Please see attached documents
Everett (closure) btw Sunset North to the End CAVIAR CONTENT.pdf
Temple Beaudry Area July 2009.pdf
Echo Park & Elysian Park Special Conditions.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	55
Cube Trucks	2
Generator	1
Motor Homes	1
Portable restrooms	1

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk only.; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; Exterior models against scenery; Intermittent traffic control - 2 minutes standard; Exterior shots of a bicyclist riding down the street within the closure.;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** F2

Approvals
LOS ANGELES POLICE DEPARTMENT — Gabriel Aleman
FILMLA. CLOSURES — Amy Soule
LOS ANGELES CITY DEPARTMENT OF PUBLIC WORKS — Janice Takimoto

Parking
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs POSTING AROUND EVERETT PARK ON PARK SIDE OF EVERETT ST

Approximate Footage 901 - 1200 **Log Number** 45613

Date(s) 11/7/2012 to 11/7/2012 **Time(s)** 11:00 to 22:00

NOT A PERMIT

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Summary Information — Location

Location 1 of 4

Permit Number	F00058022	**Location Manager**	MICHAEL DENNEHY
Production Company	CAVIAR	Primary Phone	Mobile - 310-880-2598
Insured Company	CAVIAR	Secondary Phone	
Production Title	ADIDAS		

Lane / Full Closure FULL CLOSURE OF EVERETT ST., SUNSET BLVD- TO THE END

Approximate Footage 901 - 1200

Date(s) 11/7/2012 to 11/7/2012 **Time(s)** 07:00 to 22:00

NOT A PERMIT

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Summary Information — Location

Permit Number F00058022
Production Company CAVIAR
Insured Company CAVIAR
Production Title ADIDAS

Location Manager MICHAEL DENNEHY
Primary Phone Mobile - 310-880-2598
Secondary Phone

Location Address 855 N Vermont Ave, Los Angeles, CA, 90029

Location Name LOS ANGELES CITY COLLEGE

Location Type College/University

Location Description LOS ANGELES COMMUNITY COLLEGE DISTRICT

Film Dates 11/7/2012 - 11/7/2012 04:00 - 19:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	55
Cube Trucks	2
Generator	1
Motor Homes	1
Portable restrooms	1

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Spot Check	1

Filming Activities Equipment on property; Exterior Dialogue; Exterior establishing shots; Exterior models against scenery; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Aleman

Coordinator Note SPOT CHECK PER INS. ROTH

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

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Summary Information — Location

Permit Number F00058022
Production Company CAVIAR
Insured Company CAVIAR
Production Title ADIDAS

Location Manager MICHAEL DENNEHY
Primary Phone Mobile - 310-880-2598
Secondary Phone

Location Address W Sunset Blvd & Innes Ave, Los Angeles, CA, 90026

Location Type Intersection

Film Dates 11/8/2012 - 11/8/2012 06:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	55
Cube Trucks	2
Generator	1
Motor Homes	1
Portable restrooms	1

Personnel on Location

Type	Quantity
Cast	5
Crew	25

Filming Activities Equipment on sidewalk only.; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; Exterior models against scenery; Talent riding on the sidewalk on skateboard and bicycle. Building a prop bus stop on the sidewalk.;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Aleman

Parking
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs
N/S INNES AVE., SUNSET BLVD- EAST 300'
W/S SUNSET BLVD., INNIS AVE- SOUTH 100'

Approximate Footage 301 - 600 **Log Number** 45614

Date(s) 11/8/2012 to 11/8/2012 **Time(s)** 06:00 to 22:00

NO PERMIT

Permit #F00058022

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Summary Information — Location

Location 4 of 4

Permit Number	F00058022	**Location Manager**	MICHAEL DENNEHY
Production Company	CAVIAR	Primary Phone	Mobile - 310-880-2598
Insured Company	CAVIAR	Secondary Phone	
Production Title	ADIDAS		

Location Address W Sunset Blvd & Innes Ave, Los Angeles, CA, 90026

Location Type Intersection

Film Dates 11/7/2012 - 11/7/2012 10:00 - 14:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	4

Filming Activities Equipment on sidewalk only.; Exterior models against scenery; Handheld equipment; Talent on the sidewalk, stills shots.;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** F1

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

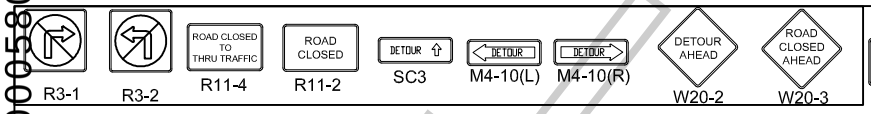
Parking

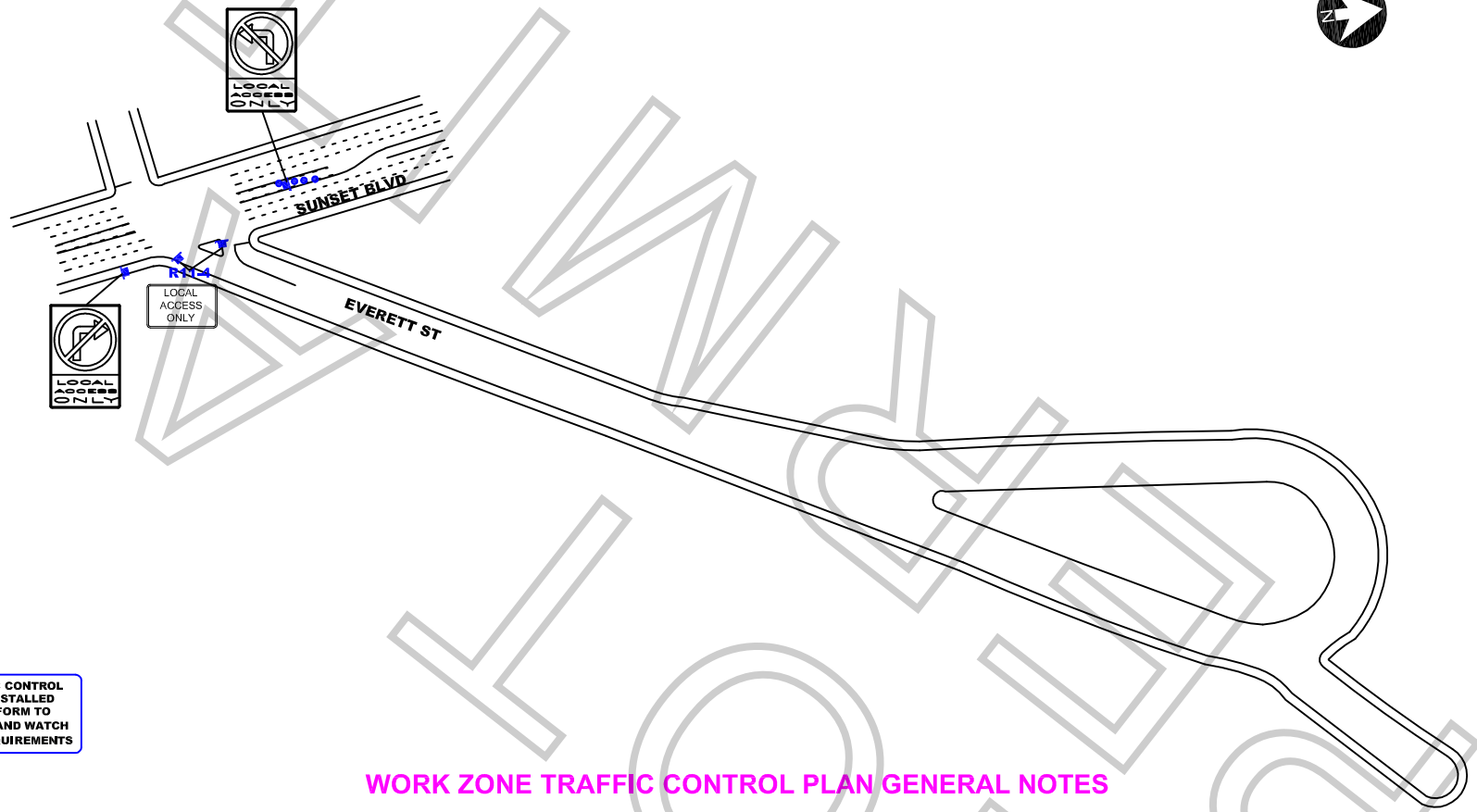
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Permit #F000558022





ALL TRAFFIC CONTROL WILL BE INSTALLED AND CONFORM TO THE MUTCD AND WATCH MINIMUM REQUIREMENTS

WORK ZONE TRAFFIC CONTROL PLAN GENERAL NOTES

1. **DATE/TIME: 11-7-12 FROM 07:00 HOURS TO 22:00 HOURS.**
2. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS, SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS A10A&B, A20A-D, AND A24A-E.
3. THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
4. CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
5. POLICE WILL DIRECT TRAFFIC IF NECESSARY.

JCL BARRICADE COMPANY.
2334 E. EIGHTH ST., CA 90021
*Ph: (213) 622-9775 * Fax: (213) 622-9790*
CA Lic # 805357
TRAFFIC PLAN DRAWN BY:
ISMAEL RODRIGUEZ
Traffic control plan is drawn per MUTCD & 2012 Work Area Traffic Control Handbook

TRAFFIC CONTROL FOR:	PROJECT LOCATION:	LOCATION CONTACT:
CAVIAR CONTENT "ADIDAS"	EVERETT STRET FROM SUNSET NORTH TO THE END CITY OF LOS ANGELES, CA	ELISA SMITH OFFICE # 213.763.9000

REV#	DATE	REVISION DESCRIPTION

WORK ZONE

SPECIAL FILMING CONDITIONS
TEMPLE/BEAUDRY AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Temple/Beaudry area is a densely populated residential neighborhood that overlooks the downtown skyline. It is bordered by Temple Street, Glendale Boulevard, 1st Street and the 110 Freeway. The following Special Filming Conditions have been established to mitigate the concerns of local residents and to provide for a balance use of the street(s) as a filming location.

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation. NOTIFICATION MUST BE DONE IN ENGLISH AND IN SPANISH.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Parking of production vehicles is limited to one side of the street only and should be limited to no more than 400'.** *Companies requesting to post more than 400' are required to conduct a Filming Survey AND provide secure parking for displaced residents.*

- **Production companies requesting posting and/or parking on any street are required to have at least one off-duty or retired police officer.**

- **Cast and crew are prohibited from parking on area streets.** Off-site parking must be arranged by the production company and cast/crew must be shuttled to and from the location.

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities and 200' of equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A. The approved times must be indicated on the permit.

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

FilmLA NOT A PERMIT

SPECIAL FILMING CONDITIONS
ECHO PARK & ELYSIAN PARK

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. The decision whether or not a particular permit will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

Echo Park is a community that includes historic Echo Park Lake and the Recreation Center, a vibrant retail commercial district, and historic Elysian Park, the oldest regional park in the city. These Special Conditions apply to the area between Echo Park Avenue, the Hollywood (101) freeway, Alvarado Boulevard North to Glendale Boulevard, Glendale Boulevard, Allesandro Street, Riverside Drive, the Recreation and Parks (RAP) boundary west of Stadium Way, Elysian Park Avenue, and Sunset Boulevard back to Echo Park Avenue. The district includes Boylston Street but excludes Elysian Park and Echo Park Lake recreation facilities and park land. Over the past several years, location filming in Echo Park has increased significantly without a system for adequately addressing the impacts this brings to the community.

The motion picture industry has amicably co-existed with the businesses and residents of this area since the silent film era and desires to continue to do so. These conditions are designed to promote cooperation between film companies, local businesses and residents so that each group can effectively utilize this diverse area. Violation of any of the conditions outlined below may result in permit revocation or other administrative action.

The community of Echo Park is home to many regularly scheduled local events: Farmers Market every Friday from 3:00 p.m. to 7:00 p.m., Lotus Festival the second weekend in July, the Cuban Festival, the Echo Park Music Festival, the December Community Parade, the El Centro del Pueblo Street Festival, and the Los Angeles, ½ Marathon. A community event's calendar shall be established. Approving permits that conflict with any of these events is strongly discouraged.

1. FilmL.A. shall consult the City Council Office when an applicant requests a permit with less than three (3) days notice.

2. Affected residents/merchants/businesses must be notified in English and Spanish at least two (2) days in advance of the first day of filming or in advance of any substantial preparation for all productions.

3. The following activities require extended notification to the affected community at least three (3) days prior to the work:

    - Use of a helicopter
    - Use of pyrotechnics
    - Gunfire (except for the use of Non-guns, which is highly encouraged).

    The production company must notify the local LAPD division on the day of filming prior to the use of any of the above.

4. A community survey is required for Exceptional Filming Activities, which include:

    - Full Street closures
    - Any filming prior to 7:00 a.m. or after 10:00 p.m.
    - Filming for more than three (3) consecutive days at any single location or multiple locations where there is an overlap of the affected residents and merchants.

NOT A PERMIT

FilmL.A. will consult with the City Council Office, the LAFD, and the LAPD on a case by case basis to determine the noise levels, safety requirements, and appropriate personnel assignments. A FilmL.A. monitor will be assigned to permits with Exceptional Filming Activities.

5. The downtown Echo Park area is home to many institutions and businesses that have contributed greatly to the improvement of the neighborhood. When requesting partial or full street closures, or posted no parking, production companies must conduct a community survey of affected properties on the following blocks: 1600, 1700, 1800, 1900 blocks of Sunset Boulevard, 1100 block of Glendale Boulevard, 1100 block of Lemoyne Street, 1100 block of Logan Street, 1100 block of Echo Park Avenue. The following public streets have also been heavily impacted by filming over the years: Park Drive, Bellevue Avenue, Stadium Way, Academy Road, Morton Avenue, and Alvarado Street. FilmL.A. and the appropriate city council office will monitor frequency of filming on these streets and all others, within the Echo Park Film District. FilmL.A. will look for ways to mitigate the impacts of filming prior to issuing a permit and utilize the community calendar as a reference.

6. Requests for the posting of "No Parking" for production equipment and/or filming will be reviewed by FilmL.A. with the intention of mitigating parking concerns for residents, merchants, and patrons in the area, with special attention given to the frequently filmed streets. The parking of production vehicles on public streets may not exceed 500 linear feet combined, but can be dedicated to one side of the street or, where appropriate street width allows, split between both sides of a street. Requests for more than 500 linear feet of parking shall require a signature survey of those affected by the proposed additional parking. Upon completion of filming, companies are requested, as a courtesy, to turn all "No Parking" signs around so that they face in the opposite direction. Only the Los Angeles Department of Transportation (DOT) is to post and remove the signs.

7. Generators are to be placed in an acceptable location within all affected residential and commercial areas. Support by all addresses within 50 linear feet of the generator is required. Alternative fuels (such as bio-diesel) and low emission generators are strongly encouraged.

8. Parking of production vehicles shall not impede, block from view, nor interfere in any way with public transit stops throughout the Echo & Elysian Park areas. Should any transit stop or schedule be altered for a film shoot, only the Metropolitan Transit Authority (MTA) or DOT is authorized to make that determination.

9. The following areas are prohibited from use: City Parking lots 662, 663, and 646, and either side of Academy Road between Morton Avenue and Elysian Park Drive.

10. All productions must coordinate with FilmL.A. to secure relaxed enforcement of parking from DOT, either side of any street that has posted street cleaning or any production shoot that takes place in a permitted overnight parking district (OPD). They must also be mindful of other existing parking restrictions including Preferential Parking Districts and Parking Meter Districts while planning their location shoot. They must then notify all residents in English and Spanish, that there will be relaxed enforcement by the Department of Transportation.

11. Cast/Crew is not permitted to park on area streets. Off street parking must be provided for personal vehicles.

NOT A PERMIT

12. Only Honey Wagon type portable restrooms or executive portable rest rooms are allowed in the District, and must be at least 100 feet away from any food establishments, in a mutually acceptable location of all other commercial and residential buildings.

13. Companies must provide adequate detour and directional signage when street closures are in place, and conform to all current DOT standards and practices. Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on any major thoroughfare, as defined by DOT. Sufficient, approved notification signs are sufficient and must be in place in advance of filming activity and must include the dates and times of closures. Street closures are considered an Exceptional Filming Activity and require a FilmL.A. monitor.

14. FilmL.A. will coordinate with Public Works to ensure that no regularly scheduled service will be interrupted including, trash pick up, tree trimming, street repair, street cleaning, etc.

15. FilmL.A. shall work closely with the Dodgers regarding all filming in and around the Echo Park, Elysian Valley, or Chinatown communities during the period of March 25 through November 5 (Dodger season).

16. Crews with walkie-talkies must wear headsets when filming within the District between 7:00 p.m. – 7:00 a.m.

17. Outdoor food preparation using charcoal or gas grills must be utilized out of public view to all adjacent residential buildings or homes and commercial properties.

18. Production companies are required to remove all self generated trash, food, and cardboard boxes, from the general vicinity at the end of each filming day. This includes any debris generated by catering companies employed to provide food for the cast and crew. Any surplus food can only be given to off-site charitable organizations.

NOT A PERMIT